

Montana Meth Project



The Montana Meth Project is a statewide anti-methamphetamine campaign of research-based public service messaging that includes advertising, public relations, billboards, and Web sites targeted directly at Montana teens 12-17.

See www.montanameth.org and www.notevenonce.com.

KEY ELEMENTS

Goal: Reduce the prevalence of first-time methamphetamine use. The focus is solely on prevention. To achieve this goal, three strategies are used – public service messaging, public policy and community action.

STRATEGIES

Public Service Messaging: Arm the youth of Montana with the facts about methamphetamine so they can make a well-informed product consumption decision.

- Research-based message development targeted at teens 12-17
- Statewide survey to understand and measure attitudes and behaviors related to meth
- High quality multi-media products (TV, radio, print, billboards and Web)
- Unifying theme (NOT EVEN ONCE) to anchor teen Messaging
- Market Saturation rates of not less than 50-70%

Public Policy: The Montana Meth Project, given the widespread exposure, is in a unique position to promote the formulation of policy, coalitions and increase general awareness. Enhanced adult awareness of the Meth problem as a result of the campaign has resulted in a very clear public consensus that we must attack this problem on all fronts.

- Increase the level and intensity of public discussion, parent/child communication and awareness about the meth problem
- Coordinate the initiative within the already existing continuum of local, state and federal anti-meth related activities
- Influence policy decisions regarding meth prevention funding and quality of prevention programming

Community Action: Work in communities is necessary follow-up to awareness stemming from the advertising campaign. Community action programs assist local leadership with necessary planning and preparation to initiate their own community-based prevention work.

- Formation of an advisory council whose membership includes regional state representation and well respected key stakeholders in solving methamphetamine related problems. The Advisory Council is a diverse group of eight stakeholders that includes –
 - Mike Gulledge, Vice President, Billings Gazette
 - Montana Attorney General Mike McGrath

Montana Meth Project

- Dr. Daniel Nauts, Medical Director, Addiction Medicine Center, Great Falls
 - Major General (Ret.) John F. Prendergast, Montana National Guard
 - Theresa Racicot, 20th First Lady of Montana from 1993-2001
 - Judge Mike Salvagni, Gallatin County District Court Judge
 - Anna Sorrell, Family Policy Advisor to Montana Governor Brian Schweitzer
 - Carl Venne, Crow Tribal Chairman in Montana
 - Dr. Geoffrey Gamble, President, Montana State University
 - Peg Shea, Executive Director
- Statewide office and staff to organize a broad range of community-based action groups to assist in the meth prevention campaign.
 - Establish financial sustainability, for at least five years, to include a combination of private, state and federal support.

INTERESTED IN BRINGING A MONTANA METH PROJECT MEDIA CAMPAIGN TO ARIZONA?

Montana Attorney General Mike McGrath's presentation on the Montana Meth Project was especially well received at the Conference. He offered to help with efforts to bring this public awareness campaign to Arizona. Attorney General Terry Goddard, along with Governor Napolitano, legislators, elected officials, community coalitions, Indian Tribes, community organizations, government agencies and individuals, have also expressed interest in bringing the Montana Meth Project to Arizona and are following up with those involved with the campaign in Montana to determine how best this can be done.

FUNDING THE MONTANA METH PROJECT

The Montana Meth Project was initially funded with \$5.6 million by the Thomas and Stacey Siebel Foundation in August 2005 to launch the program.

KEY PARTNERS

The Montana Meth Project is working closely to complement existing efforts underway in Montana. Key partners include the Office of the Governor, Attorney General, Superintendent of Public Instruction, Meth Free Montana, state and local law enforcement, the Montana Congressional delegation and Partnership for Drug Free America.

The Partnership for Drug Free America has been instrumental in administering the Meth Use and Attitudes Web-based Survey at various intervals to measure indicators among Teens ages 12-17; Young Adults ages 18-24; Parents of Teens ages 12-17; and Adults 25 and older without teens.

If you are interested in supporting efforts to bring this public awareness campaign to Arizona, we would like to hear from you. Please contact Jane Irvine at the Arizona Attorney General's Office at jane.irvine@azag.gov or 602.542.6903. For more information on methamphetamine, visit the Arizona Attorney General's Web site at www.azag.gov.

Also see the following sites for more information on the Montana Meth Project.

www.montanameth.org
www.notevenonce.com